

Energy-Efficient
Technologies



Renewable
Energy



Leading the Way

Sticks & Stones

Being part of the Corporate Climate Leaders Program is incredibly helpful for us to identify the actions we need to take to be part of the global transition to a low-carbon economy.

SCOTT FRANCIS WINDER
Principal, Strategy and Accounts



STICKS & STONES

Background

Sticks & Stones is a marketing agency focused on branding, illustration, podcasts, video, animation, and design for clients across Canada. With a staff of 12 employees, Sticks & Stones considers their participation in the Corporate Climate Leaders Program and their climate action projects to be a reflection of their workplace culture and values.

CLIMATE ACTION HIGHLIGHTS



Energy-Efficient Technologies

Since 2018, all office lighting and kitchen appliances have been replaced with more energy-efficient alternatives.



Renewable Energy

Through Bullfrog Power, Sticks & Stones offsets 100% of their office's electricity usage.



Waste Reduction Policies

Sticks & Stones engaged their employees in waste reduction practices by implementing low waste policies in their kitchen and workplace.



Corporate Climate Leader since
2018



2018 Baseline Year Emissions
46.58 Tonnes of GHG emissions



Targets

25% reduction in GHG emissions from 2018 baseline by 2025

50% reduction in GHG emissions from 2018 by 2035

Energy-Efficient Technologies



Renewable Energy



Energy-Efficient Technologies

Sticks & Stones



EFFICIENT OFFICE EQUIPMENT

Sticks & Stones has identified electricity and natural gas to be their largest source of emissions. They have taken action to replace inefficient appliances, such as inefficient lighting, office equipment and appliances.

To date:



72 LED tube lights

have been installed



100% of office computers

run power profiles to reduce energy consumption

Sticks & Stones' office transition to energy-efficient LED lighting will result in:



4-5x longer expected lifespan than their previous incandescent bulbs

PROJECT BENEFITS



Public Demonstration of Organizational Values



Increased Employee Engagement

ONGOING PROJECT



RENEWABLE ENERGY



In addition to energy-efficiency equipment upgrades, Sticks & Stones audited their electricity use and found that they use approximately 1,500 kWh per month.



Sticks & Stones has achieved their goal of 100% renewable energy use through purchased Renewable Energy Certificates (REC).

PROJECT OUTCOMES

By purchasing RECs through Bullfrog Power, Sticks & Stones is able to achieve:



3.2 Tonnes of GHGs emissions reduced / year

PARTNERSHIPS



Sticks & Stones partnered with:

➔ **Bullfrog Power** to ensure that for each kWh of electricity used in their office building, a kWh from a pollution-free, renewable source is put into Canada's electrical grid.